

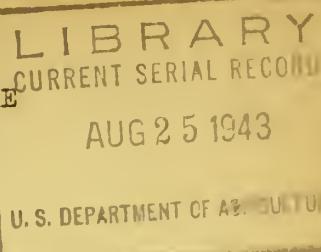
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UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information
Washington



June 24, 1943

OFFICE OF INFORMATION MEMORANDUM NO. 36
Supplement 4

Field Clearance of Radio Spot War Messages

This revises the procedure described in Memorandum No. 36, Supplement 3, for handling USDA agency spot announcement war messages prepared in the field for use in the OWI Station Announcement Plan.

Heretofore these announcements were routed to OWI through the regional representatives of the Field Information Service of the Office of Information.

Now that the Field Information Service has been disbanded, the spot announcements should be sent direct to OWI regional offices, or to these regional office's through the State OWI offices. No spot announcements should be sent direct to stations except those designed for use in programs already being serviced by a Department agency.

In selecting and preparing scripts for the Station Announcement Plan the Washington office of the OWI Domestic Radio Bureau asks us to follow these suggestions:

1. The subjects should be urgent and timely in the territory to be served and preferably slanted toward immediate problems in that territory that call for action.
2. They should be of general interest rather than directed to farm people only (Crop Corps, Victory gardens, food conservation, etc.). An exception to this would be announcements directed to farm listeners of stations that serve an audience that is largely rural.

3. Use the Station Announcement Plan sparingly. It is designed to carry urgent war messages and not the usual flow of information that is furnished stations for use in existing farm, women's, or news programs. The plan serves all Government agencies. The number of war messages the stations have been asked to carry is limited to 12 daily for network affiliates and 16 daily for non-network stations. Seventy-five percent of these messages are supplied by the Washington office of OWI; only 25 percent by the regional OWI offices. USDA contributions to that 25 percent must be considered along with the messages requested by Treasury, Army, Navy, OPA, OCD, ODT, and other Government war agencies.
4. The message should be one minute in length and should be carefully prepared to underline the problem and accent the action called for.

Please note:

All USDA field information offices that submit war messages to OWI for use in the Station Announcement Plan are requested to send copies of those announcements to their respective Washington offices.

The following provisions, covered in previous memoranda remain unchanged:

Time Clearance

All requests to stations for single programs or series of programs (live or transcribed) that are in addition to time already allocated to the Department or any agency of the Department should be made through OWI field offices.

Script Clearance

All scripts that deal with primary information related to the war or that include reference to the work or services of another Government agency must be cleared with the nearest OWI field office. Secondary information that relates only to the programs or services of the Department of Agriculture does not require OWI clearance.

Keith Himebaugh
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